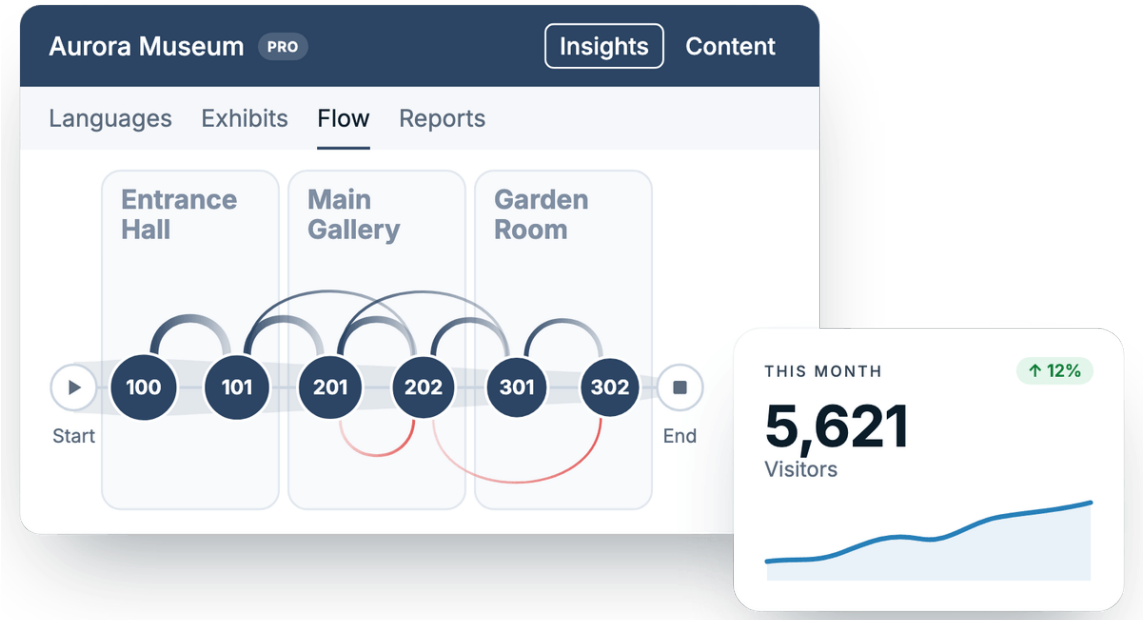
SOFTWARE

Visitor Statistics

Understand how visitors explore your venue



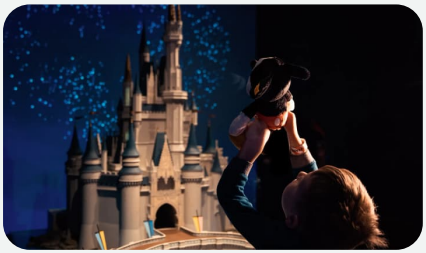
DESIGNED IN

Belgium

About this Product

See how visitors use your audio guides, which stops attract attention, and where engagement falls away. Compare languages and time periods, then use the findings to improve content, signage, and exhibition layout. Insights update as guides sync with Look2Guide.

REAL WORLD PROJECTS



Disney: The Exhibition

BEIJING, CHINA



Timewalk

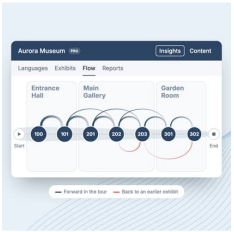
LONDON, UK



The World of Icelandic Music

HARPA, REYKJAVÍK, ICELAND

Key features



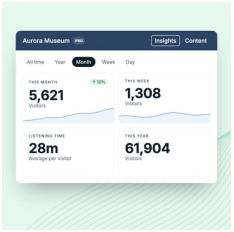
Understand visitor flows

See common sequences between exhibits and the next stops visitors choose, using compatible guide data. Routes that bypass a section can reveal places worth reviewing. Improve signage, move an exhibit, or



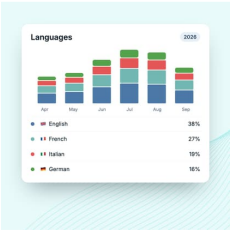
Identify under-visited areas

Exhibits with few recorded plays appear in the flow as small circles on a thin stream, and arcs that jump past them show which stops visitors play instead. Treat them as clues: check whether signage, lighting, or the



Compare visits over time

Review guide usage and average listening time by day, week, month, or year. Compare busy and quiet periods to plan guide availability and evaluate changes to the visitor experience.



Compare visitor languages

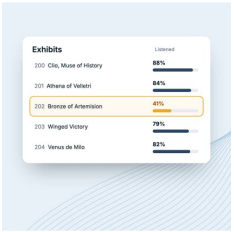
Compare guide usage and listening time across languages. Understand which language versions visitors use most and where narration or translation may need attention.

Technical Specifications

SOFTWARE

Browser-based analytics accessible from any modern browser
Insights updated when guides upload their usage data
Visitor counts and average listening time by period
Language and exhibit engagement comparisons
Visitor flow with compatible interaction data
Viewer and administrator access across projects

More Features



Find stops worth improving

Compare plays and how much of each recording visitors hear. Low engagement can signal content or sections worth a closer look. Try a shorter story, a stronger introduction, or clearer placement, then

SCAN TO VIEW ONLINE

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